

You'll profit by always remembering that you can buy what you wish at the Hecht Stores and pay the bill in convenient weekly or monthly amounts. There's no advance whatever over actual cash prices.

The Crowd-Attracting Hour Sales

Every shopper—every house keeper—knows that these Hour Sales represent the very acme of low pricing. "Price-reduction" is not the word to fit the case—it's literally the lopping off of a large part of lowest regular figures, regardless of costs, regardless of any other consideration but the reaching of the smallest possible figure at which high-class merchandise can be sold. A moment's thought will convince that nothing but the greatest money-saving could bring to the Greater Stores such a throng of buyers as concentrate here every Friday, in season and out of season, fair weather or foul. There's the greatest attractiveness in the specials we've prepared for you tomorrow.

9 to 10.

Best Quality Shoe Dressing—2c. bottle.

Ladies' Fine Cloth Overgaiters—9c.

Little Boys' Leather Leggings, \$1.25 quality—69c.

36-inch Cream Curtain Scrim, pretty designs, sells at 5c. yd.—17½c.

Best Quality Stair or Runner Oilcloth, good size lengths, selling at 10c. yd.—37½c.

Best grade 5-4 Colored or White Table Oilcloth, pretty patterns and colors, sells at 20c. yd.—107½c.

Waterproof Felt Window Shades, various colors, with fixtures complete—5½c.

Very Smart Mink Fur Neckpieces, long, bushy tails, low priced at \$2.98—\$1.98.

Boys' Knee Pants, durably and nicely made—5c.

Boys' Waists, excellent fabrics, well sewed—6c.

Choice of any Colored Felt Untrimmed Hat, up to the finest grades, selling as high as \$2.25—25c.

Wings, Breasts, Birds, Pompons, etc., worth from 39c. to \$1.25—19c.

Odds and ends in Men's Underwear, worth from 50c. to \$1—25c.

35c. All-wool Hose—17c.

50c. and 75c. Percale Shirts, stiff bosoms and negligee—25c.

Men's Sample Underwear, all-wool camel's hair, balbriggan and silk and wool, worth \$1 to \$2.50—69c.

Bleached and Unbleached Twilled Tea Toweling, regularly 5c. yd.—27½c.

Amoskeag Apron Gingham, called "seconds," but perfect, blue and brown checks, sells at 7c. yd.—37½c.

Linen Doilies, in red, white and blue checks, worth fully 3c. each—1c.

10 to 11.

Ladies' Corsets, good make, black or white, long and medium, all sizes—29c.

Ladies' Eiderdown Dressing Sacques, lavender, pink and blue, silk frog fasteners, sell regularly at \$1—29c.

Ladies' White Aprons, nicely made—9c.

Ladies' Fine Black English Kersey Newmarkets, satin half lined, few only, sell at \$29.98—Special, \$14.98.

Handsome Imitation Marten Neckpieces, long and bushy; sold at \$4.98—to close, \$2.98.

Ladies' Very High-grade, Heavy Black Pebble Chevion Skirts, beautifully made with flounce; 24 rows silk stitching; \$10 is the prevailing price—\$4.98.

Ladies' Fine Black Kersey Jackets, edges finished with silk stitching—\$4.98.

Ladies' Very Stylish Raglans, newest and best styles; popular Oxford gray and brown, very high grade; selling every day at \$15 and \$18—special at \$6.98.

Boys' All-wool Knee Pants, blue, black and mixed colors, made for wear, of good materials—29c.

SPECIAL—Boys' Double-breasted Suits, all wool, fancy chevion, cassimeres and worsteds, suitable for dress or every-day wear; sold up to \$4.98—Choice, \$1.98.

SPECIAL—21-inch-wide China Silk, 8 choice shades, plain colors, warranted all silk, worth 39c. yd. (but 15 yds. to a buyer)—15c.

10 to 11.

(CONTINUED.)

40-inch-wide Black Wool Storm Serge, yarn dye, warranted fast color, low priced at 35c. yd.—19c.

40-inch-wide Wool Serges, novelties and grenates, all colors, for children's dresses, 2 to 8 yd. lengths; worth up to 25c. yd.—97½c.

Unbleached Canton Flannel, 38 inches wide, also Sheeting Muslin, extra heavy; worth all of 8c. yd.—37½c.

Ready-made Unbleached Double-bed Sheets; 72x90, hand torn and ironed, wide hems; sell at 50c.—39c.

Men's 50c. and 75c. Fancy Hose—25c.

SPECIAL—Men's Stiff Bosom and Neglige Shirts, selling at \$1 and \$1.50—59c.

Men's 75c. Sweaters—29c.

Men's 39c. Suspenders—19c.

Men's Plain Black Hose, the 15c. quality—7c.

24 Large All-Wool Rugs, Smyrna, Moquette, Wilton and Brussels, beautiful oriental designs and colors; worth up to \$3—\$1.49.

Extra Heavy Floor Oilcloth, pretty patterns and colors; worth up to 35c. yd.—19½c.

Best Quality White Figured Swiss, Silkolines, Satines and Drapery Materials, good-size lengths; worth up to 18c. yd.—57½c.

14 Heavy 8-4 Reversible Armure Tapestry and Chenille Table Covers; worth up to \$2 each—98c.

Tuck and Pompadour Combs, Ladies' Black Hose Supporters, Bottle of Extract, ¼-lb. Can Talcum Powder, School Bags, and many other articles; worth up to 25c.—Choice, 5c.

Large lot Men's, Women's and Children's Best Rubbers, some worth 75c. pair—16c.

Ladies' Fine Satin Quilted Juliets, sell for \$1.50—Special, 45c.

Ladies' Heel and Spring Shoes, nice grade; sell at \$1.25—69c.

Ladies' Shoes, broken sizes, on a show table—49c. pair.

Ladies' and Misses' Stylishly Trimmed Hats, of finest fur felts, velvets and braids, trimmed with velvet, ribbons, breasts, pompons, etc., in the newest effects; selling readily up to \$6—very special at \$1.98.

Newest shapes in Ladies' Turbans, Shortbacks, Large and Medium Dress Shapes, in finest fur felt; black; sell from \$1.39 to \$2.25—49c.

11 to 12.

SPECIAL—Ladies' Elegantly Trimmed Hats, the very finest examples of mid-winter millinery, made and trimmed in best velvets, chenille braids, breasts, buckles, etc., modeled from the best Parisian creations, wonderful values at from \$7 to \$13—special, \$3.98.

100-yards Black Spool Silk—1½c.

Ladies' Dress Skirts, made of finest Lymansville chevion, wide wale, black and blue, newest shapes, best S. H. & M. binding and percaline lining, an elegant garment, regularly \$9.98—\$4.98.

New Silk Underskirts, in black and colors, elegantly made with accordion pleated ruffles and extra dust ruffle, best taffeta silk, the quality sold at double the Hour Sale price—\$4.98.

Ladies' Skirts, in the new serpentine effect, finest black and blue chevion, graduated silk stitched bands, beautifully made, and selling at \$12.50—\$8.98.

11 to 12.

(CONTINUED.)

SPECIAL—Elegant Taffeta Silk Waists, in every color and in many styles, some slightly mussed by handling—very special for this hour, \$1.98.

Ladies' Fine Black Kersey Cloth Capes, very high grade, \$6.98 usually—\$3.98.

Ladies' Coats, in finest English kersey cloth, black, tan and castor, very high grade and stylish—special at \$9.98.

Ladies' Very Fashionable Raglans, in finest English kersey cloth, castor and black, superbly high grade and selling at \$30—\$19.98.

Ladies' Electric Seal Muffs, unusually good grade, sold by furriers at \$4 and \$5—\$1.98.

Boys' Wool Knee Pants, strongly made, with double seat and knees—39c.

Boys' Fine Oxford Gray and Brown Overcoats, velvet collar, usually \$5—\$2.98.

Boys' Suits, nicely made in double-breasted styles, blue chevion and mixtures, sizes 13 and 14 years—\$1.49.

Young Men's Fine Blue and Black Kersey Cloth Overcoats, splendidly made, 14, 15, 16 and 17 years, have been selling at \$15—special at \$5.

Lot of 8 Ladies' Fine Suits, a number of styles and fabrics, all new styles and high grade, sold at \$15—choice, \$7.50.

Very Long Marten Fur Neckpieces, bushy tails, stylish; marked to sell for \$7.98—\$4.98.

SPECIAL—Ladies' Fine Quality Flannelette Wrappers, heavy grade and fast color, selling universally at \$1—special, 69c.

12 Children's All-Wool Flannel Blouse Suits, navy, with white braid trimming; sell for \$2.98—\$1.29.

Children's Flannelette Dresses, 1 to 3 years—13c.

Children's Caps, white and colored, sell at 50c.—10c.

White Applique Scarfs, Shams and Center Pieces, some very slightly soiled, worth up to 40c.—97½c.

Heavy 10-4 Blankets, white and gray, neat borders, worth 75c. pair—39c.

14 pairs Heavy Chenille Portieres, several colors, pretty borders, low priced at \$2.50 pair—98c. (1 pair to a buyer.)

Best Quality Holland Window Shades, all colors, with fixtures complete—17c.

Ladies' Fine Grade House Slippers, worth up to 75c.—25c.

Boys' Dongola Lace Shoes, usually \$1.50—75c.

Children's Fine Quality Patent Leather Shoes, sizes 6 to 8, value \$1—49c.

Odds and ends in Men's Shoes, none worth less than \$2—special, 75c.

Men's \$2 Cardigan Jackets—95c.

Boys' All-wool Sweaters, sell at \$1.98—\$1.

SPECIAL—Men's 25c. Silk Neckwear—5c.

Men's 15c. Silk Garters—6c.

Men's Famous "Anchor" Brand White Unlaundered Shirts—39c.

New Spring Dress Gingham, all colors, checks and stripes, sell at 10c. yard regularly—6½c.

40-inch Wide Plain White Victoria Lawn, free from dressing, real value, 10c. yard—57½c.

54-inch wide All Pure Wool Homespun Cloth, Oxford gray, brown, new blue and castor, steamed and sponged, sold at 75c. yard—49c.

11 to 12.

(CONTINUED.)

Bleached Canton Flannel, the quality sold at 8c. always, 2 to 10-yard lengths—37½c.

For this hour only your choice of any \$1 yard Imported German Silk Velvets, in black and 20 choice shades—59c.

12 to 1.

Ladies' Circular Flounce Skirts, in black and blue, beautifully trimmed with taffeta silk bands, with flare bottom; \$8.98 usually—\$6.98.

Choice of any Boys' Russian Blouse Suit, very stylish and superior grade; selling up to \$7 and \$8—\$2.98.

Gray Leno Cloth, cross-barred effect, worth 8c. yard always—(not exceeding 1 piece to a buyer)—1½c.

Domet Outing Flannel, pink, light blue and red, colors, stripes and checks, sells at 8c. yard—57½c.

Men's \$1 White Laundered Shirts, high grade—59c.

Boys' Percalé Shirts, 75c. value—44c.

50c. Black Cashmere Gloves—15c.

Ladies' Kidskin Button Shoes—65c.

Ladies' Drawers, deep umbrella ruffles—12½c.

Ladies' Flannelette Kimonos, worth up to \$1—39c.

1 to 2.

Best Quality Shelf Oilcloth, pretty patterns, worth 5c. yard—17½c.

Best Grade 5-4 Colored and White Table Oilcloth, worth 20c. yard—107½c.

Infants' Eiderdown Coats, white and red beautifully made, sell at \$2.98—98c.

Children's Flannelette Gowns, selling at 50c.—29c.

Men's Plain Toe Patent Leather Shoes, elegant quality, \$2.50 regularly—\$1.00.

Fashionable Walking Skirts, finest blue, gray, brown and black thibet, stitched graduated bands, \$9.98 usually—\$6.98.

Children's Umbrellas, sell at 75c.—29c.

Men's 4-ply Linen Collars—5c.

Torchon Laces, selling at 10c. yard—2c.

25c. Box Fine Toilet Soap—15c.

Oxford Gray Golf Cloth for walking skirts, real value, 39c. yard—19c.

New Spring Percalés, yard wide, dark and light colors, 2 to 15-yard lengths, 10c. grade—6½c.

2 to 3.

SPECIAL—Beautifully trimmed Hats, made after French models, all very highest grades, in mid-winter millinery, made and trimmed of finest quality velvets, chenille braids, breasts, buckles, etc., selling from \$7 to \$13—special for this hour, \$3.98.

SPECIAL—Beautiful Sample Silk Skirts, elegantly made with tucks, hemstitching, drop skirts, accordion-pleated ruffles, etc.; none made to sell for less than \$20. Choice, \$9.98.

Ladies' Fine Electric Seal Coats, unusually good quality and sold at \$40—\$25.

SPECIAL—You can choose from all the Ladies' Costumes, up to the very finest, no exceptions, and pay one-half marked price for your selection.

Standard Sheet Music, copy—3½c.

2 to 3.

(CONTINUED.)

Finest Black Taffeta Silk Waists, many elaborate styles, all very high grade, selling at \$6 and \$8—\$3.39.

All Pure Wool Camel's Hair Chevions, 40 inches wide, brown, new blue, castor, garnet and Oxford, value 49c. yd.—25c.

Domet Shaker Flannel, fleeced both sides, full width, real value 7c. yd.—37½c.

Dressmakers' Best Kid-finished Cambrics, black and colors, 2 to 10-yd. lengths, regularly 5c. yd.—27½c.

All Pure Wool Ladies' Flannels, for Shirt Waists, elegant value at 35c. yd.—19c.

English Pins, paper—2c.

Embroideries, various styles, 10c. values—5c. yd.

Ladies' Silk Ruffs, sell at \$1—45c.

Ladies' Golf Gloves, sell at 50c.—29c.

Ladies' Fine Vici Kid Storm or Skating Boots, sell at \$3—\$1.65.

2 Children's Corduroy Coats, 2 to 3 years, sold at \$8.98—\$2.98.

SPECIAL—Choice from 2,000 Fine Madras, Dimity, Linen and Percalé Waists, sell at \$2—special, 59c.

14 Heavy Bed Comforts, handsome designs, sell at 60c.—29c. (but 1 to a buyer).

49 Cushion Tops, pretty oriental patterns, sell at 15c.—37½c.

3 to 4.

Beautiful and Stylish Sable Fox Fur Neckpieces, very long, bushy tails; sold readily at \$14.98—a few left—to close, \$7.98.

Ladies' Long Black Automobile Coats, very stylish, storm collar of fine marten fur, satin lined throughout; sold at \$24.98—to close, \$15.98.

Heavy White Bed Spreads, neat designs; worth 59c.—29c. (but 1 to a buyer).

Pretty Draperies, including silk-olines and Japanese crepe draperies; worth up to 10c. yd.—37½c.

Choice of any Albastros or French Flannel Waist; worth up to \$4—\$1.98.

Misses' Kid and Cloth Top Patent Leather Shoes; sell at \$1.50—85c.

Ladies' Kid Gloves, sell at \$1—45c.

Boys' Fleece Lined Underwear, 50c. value—19c.

Women's Ribbed Fleece Underwear, 39c. kind—19c.

Whisk Brooms, enamel handle—12c.

5c. Aluminum Hairpins, card—1c.

20-inch-wide Black Swiss Taffeta Silk, fast selvedge, guaranteed to wear; worth 60c. yd.—46c.

54-inch-wide All Pure Wool Ladies' Broadcloth, black and all leading colors, the 75c. quality—49c.

Ready-Made Linen Huck Towels, hemmed ends, red borders, 18 x36; value, 12½c. each—77½c.

4 to 5.

Ladies' Corset Covers, Drawers, Gowns and Underskirts, all neatly trimmed; worth 50c.—33c.

Choice of all Satine Underskirts, selling for \$1.98—98c.

Best Quality 5-4 Colored and White Table Oilcloth, pretty patterns; worth 20c. yd.—107½c.

Wool Eiderdowns, in red, pink, light blue and white; regularly 25c. yd.—to close out, 19c.

Men's \$3 Russet Shoes, fine grade—\$1.50.

"Hechts' Greater Stores"

513-515 Seventh Street.

Take Advantage of the "Nearly-Half-Off" Prices Tomorrow.

It's never a half-way matter when this clothing department decides upon a departure from regular selling. Always something different from anything gone before or conceived by other stores. That's what prompted the making of the "nearly-half-off" prices which have brought so many to the Hecht Stores this week. The lines are becoming nearly normal again—surpluses are about gone—and the present week will see an end of this most remarkable selling. The choice is as good as it was the moment the sale began.



If you've in mind sharing in this most extraordinary clothing distribution we would suggest tomorrow as the better time—the choice is still perfect—the lines are still unbroken. Read carefully the reductions—

| | | | | |
|--|---------|---------|---------|---------|
| \$10 | \$13.50 | \$20.00 | \$12.50 | \$18.50 |
| Suits, Suits, Suits, Overcoats, Overcoats, | | | | |
| \$6.75 | \$8.75 | \$11.75 | \$8.75 | \$11.75 |

Pants Selling up to \$2—\$1. All-wool cassimeres and fancy chevions—splendid for every-day wear.

Pants Selling up to \$4—\$2.25. Cassimeres and neat striped worsteds—suitable for evening or dress wear.

Pants Selling up to \$6—\$3.75. Very high grade—suits to custom made—all-wool worsteds in fine stripes; perfect fitting.

and to realize where what is called instinct ends and reason begins.

Power of Observation.

A child learns everything by observation—personal observation. Nothing is taken for granted. It tries everything for itself and soon solves the problems nearest it. About the time it begins to study books it grasps something more of life. It is hurried into a school room.

Here the little innocent is often informed by its elders that all the good things of life come to those who study books. About the time it begins to study books it grasps something more of life. It is hurried into a school room.

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